

**EERE Web Coordinator’s Meeting Minutes  
*Thursday, August 20, 2015***

**Attending in Person**

EERE Communications – Alex Clayborne, ActioNet

Vehicles – Shannon Shea; Nay Chehab, New West

**Attending by Phone**

Bioenergy – Reanna Trudell, BCS

Buildings –Amy Vaughn, NREL; Wendy Graves, Akoya; Shannon Osborn, PNNL; Nate Shelter, Energetics

FEMP – Joe Konrade; Courtney Fieber, DB Interactive; Heather Proc, NREL, Heidi Blakley, NREL

Fuel Cells – Kristen Nawoj, Sentech/SRA; Kathy Cisar, Sara Havig, NREL

Vehicles – Suzanne Williams, Vicki Skonicki, Argonne; Trish Cozart, Vehicles

Solar/SunShot – Jamie Nolan, Stratacomm, Greg O’Brien, Mantech; Susanna Murley, Clean Energy Communications

Wind and Water – Liz Hartman; Kelly Yaker, NREL, Amy Vaughn, NREL

WIP – Younes Masiky; Nicole Harrison, NREL; Kristin Swineford, New West

EERE Communications – Carolyn Hinkley, Scott Minos; Leslie Gardner, Elizabeth Spencer, Claudia Rivera-Pettingill, Amy Glickson, Ken Dykes, Linda McConnell, NREL; David Brown, Jason Kardell, Billie Bates, ActioNet, Jono Sher

Strategic Analysis Center at NREL – Jim Leyshon

**Summary**

This was the 78th meeting of EERE’s Web coordinators.

**Around the Room**

* Vehicles is doing a big social media campaign for National Drive Electric Week. This will be the third week of September.
* From the last DOE Web Council: Best practices for search optimization; make sure you include one or two original sentences for the summary field of each page; check the [SEO Powerpedia page](https://powerpedia.energy.gov/wiki/Search_engine_optimization) for more info, with the caveat that some items don’t apply to Energy.gov.
* Also, during the Web Council meeting, Marissa mentioned the progress with switching energy.gov to the use of https:// by Dec 2016. An https-only mandate will provide the public with a consistent, private browsing experience and position the Federal government as a leader in Internet security. Energy.gov hasn’t scheduled switch yet but is currently doing testing; EERE will follow PA’s timing.
* Will coordinate with externally hosted sites regarding this change (lab hosted, etc.).

**Current Business**

*Wind Vision Report*

Amy gave details of the release of this report at the end of July. See the slides for the background of the project, as well as lessons learned. Amy showed the live site with its animated gif / video of a wind turbine. NREL developed the site. One of the lessons learned is that it’s very important to give the WGT and PA plenty of lead time (months) on a project like this. Is Wind planning to do any more campaigns down the road to point to this? They have found that these reports have importance five years down the road. Is the site updated through the WYSIWYG, or is it all in the HTML? It’s edited in HTML from a local copy at NREL, then it goes through a review at PA and is moved to production by ActioNet. What does PA review? The site is not in normal HTML code; PA is looking for vulnerabilities, among other things. The team thanks the WGT for helping coordinate this.

*Personally Identifiable Information on GovDelivery*

Elizabeth discussed the information on subscribers that is gathered in the sign-up process for GovDelivery. This data has remained on the servers. We are going to delete the PII from the GovDelivery info, such as street address, phone number, and professional title. All other data will remain in GovDelivery. Contact Carolyn before the end of the month if you have any questions.

*Communication Standards Section Update*

Elizabeth explained a major overhaul in the entire website, with the biggest updates in the “Website” section. Guidelines for working in Drupal have been added, among other things. User testing informed some navigational changes. The next step is to migrate Communication Standards into Energy.gov. The asset and logo log-in system will remain as-is for now.

*EERE Publication and Product Library*

Scott talked about the status of the library. We have held off on migrating and enhancing the library while the program offices have been migrating. We’ve noticed that some of the offices are not adding pubs to the library in a consistent way. Scott reviewed the reasons we have a shared publications library, such as records management requirements we have, and the need for streamlining communication and increasing accountability and transparency. We want the library to work for everyone and welcome feedback.

Some points raised by attendees:

* A lot of people in Web maintenance may not have a library account and the ability to add docs. There is turnover at HQ, and some communication folks may not know who their librarian is.
* It will be really important to make the library work with Drupal. Right now, we may be putting a lot of time and energy into tagging download pages correctly in Drupal, then doubling the work by entering the pubs in the library. We did discuss making Drupal the search engine for pubs. Questions have arisen on that. For now, we want to keep this as a stand-alone product, but if the decision is made to go to migrate to Drupal, that will be made soon.
* What content is required to be added to the library? Does it all need to be authored by the tech office, or should it also include pubs that are an output of an award? In general, the library should have pubs that are being produced by or for the office. The labs already are connected to OSTI, so a lot of the congressionally mandated archiving is already covered. We don’t as a general rule allow third-party docs into the library.
* How do users navigate to the library or these pubs? Are they findable through Google? What kind of traffic does the library get? Every three months, the Comms leads and folks who maintain the libraries receive a report on traffic on their library as well as the overall EERE library. If you need these reports, Scott can have Bill Martin forward them.
* What is meant by “third-party”? This is a pub that is not from DOE or a lab. An example might be a pub by the Society of Automotive Engineers. We didn’t fund it or participate in it, and we don’t own it, but Vehicles thinks it is a great pub to share. We still would not add that to the EERE library. If you have questions about whether or not docs should be added, contact Scott.
* Websites / URLs should not be added to the library as products; only pubs should be.
* Can the web coordinators receive a list of all the people who have library accounts? Yes, this can be included with the minutes.

*Next Meeting*

The next Web coordinator’s meeting is scheduled for September 17. Please let Carolyn know if you have an idea for an agenda item or a guest speaker.